

COUNCIL ACTION
EXECUTIVE SUMMARY
FOR
PUBLIC SAFETY AND NEIGHBORHOOD SERVICES COMMITTEE
MEETING OF MARCH 10, 2010

DATE REPORT ISSUED: March 2, 2010
 ATTENTION: Council President and City Council
 ORIGINATING DEPARTMENT: Office of the City Treasurer
 SUBJECT: Award of Contract for Multi-Space Parking Pay Stations
 COUNCIL DISTRICT(S): Citywide
 STAFF CONTACT: Meredith Dibden Brown 236-6485/Robbin Kulek 236-6170

REQUESTED ACTIONS:

- Accept the Cale Parking Systems USA, Inc. (Hollywood, FL) bid as the low responsive and responsible bid meeting specifications and offering the best overall value
- Authorize the Mayor or his designee to execute an agreement with Cale to purchase parking meters (multi-space parking pay stations and related parts, service, supplies, extended warranty and wireless communications based on Bid No. 7222-05-B-RFP) for a five-year period commencing retroactively from June 5, 2006.
- Authorize the Chief Financial Officer to reduce the FY2010 Community Parking District Implementation Plans and Budgets encumbrances for Downtown(CC#300002658) by \$926,478 and Uptown (PO#4500009791) by \$23,922 so as to make the budgeted funds available for encumbrance for the purchase of the meters.
- Authorize the Chief Financial Officer to expend \$1,087,172 (as specified in the cost summary) from Fund 100000 - General Fund, Fund 200489 - Downtown Community Parking District Fund, and Fund 200490 - Uptown Community Parking District Fund.

STAFF RECOMMENDATION: Approve requested actions

BACKGROUND: On November 22, 2004, City Council approved Resolution No. R-299867, to implement the Downtown Parking Pilot Program [Pilot]. The goal was to gather information and sample techniques to optimize the use of on-street parking in the Downtown area that could later be applied citywide. The General Services Department initiated a Request for Proposal (RFP) to identify and select a vendor to provide multi-space pay station technology for pilot testing in the City's Downtown Community Parking District (CPD) and, if successful, to provide the technology citywide. The RFP process, including the bidders' conference, was structured to encourage regular and joint venture proposals from local vendors, as well as certified business enterprises such as minority, women, and disabled veteran owned firms.

Three (3) proposals were received. To determine which proposal offered best overall value, a technical evaluation was conducted of each proposal in accordance with a screening evaluation criteria designed to highlight which company would best meet City needs. The criteria included assessing the vendor's ability to meet specific provisions and technical specifications, bidder experience and past performance using references, pricing and staffing. This process included review and feedback on the proposals by representatives of key stakeholder groups such as the Downtown Parking Management Group (DPMG). The technical ranking was combined with the corresponding price ranking to determine the final overall ranking for each bid.

Cale Parking Systems USA, Inc. (Cale) ranked highest overall as offering the best overall value and was selected for the pilot study. To begin the Pilot, 50 Cale multi-space pay stations (meters)

were put into service on June 5, 2006 at selected locations. In September 2006 one (1) additional meter was put into service in the Uptown area to replace an obsolete multi-space pay station provided by a prior vendor. The meters were installed rent-free for the first three months with rent being paid by the City thereafter. On July 2, 2006, the Office of the City Treasurer took over management of all City parking meters including the Pilot.

The initial nine month Pilot ended on March 4, 2007 and the use of the multi-space meters has proven to be a success as demonstrated by a 24% increase in parking meter revenue. For detailed results of the pilot, please refer to the April 4, 2007 Final Report – Downtown Multi-space Parking Pay Station Pilot Project Report (Attachment 1) and the April 30, 2007 DPMG Report #4 (Attachment 2).

On July 8, 2008, CCDC, acting as advisory board for the Downtown CPD, approved the purchase of 125 Cale multi-space meters (50 pilot meters and 75 additional meters) using CPD funds. This purchase and the associated funding are identified in the Downtown CPD's FY 2010 implementation plan and budget. Uptown Partnership, acting as the advisory board for the Uptown CPD, also budgeted funds in its FY 2010 Implementation Plan and Budget for replacing/upgrading existing parking meters with new technology meters (in this case the pilot pay station and five new pay stations).

In order to proceed with the purchase of the Pilot meters as well as the additional meters proposed to be installed in the Downtown and Uptown CPD's, City Council approval of the Cale Memorandum of Agreement (MOA) is required since the total contract price is now expected to exceed \$1 million. The term of the MOA is retroactive to June 5, 2006, which is when the Pilot started. City staff was previously unable to complete this purchase due to funding constraints, ongoing negotiations concerning price and warranties, and other issues associated with implementation.

Cale will provide a 10% discount on the purchase price and renew, at no cost to the City, the warranty for the fifty-one (51) pilot study meters for an additional twelve (12) months, commencing with the completion of an inspection and refurbishment by Cale of the previously installed pilot study meters. A not to exceed contract value of \$5M is requested to ensure contract authority is sufficient to cover future possible purchases of pay stations but does not obligate the City to make additional purchases and does not authorize or approve the financing or additional funding necessary for additional material purchases.

FISCAL CONSIDERATIONS: There is no net fiscal impact since funds are budgeted and appropriated in the CPD funds and the General Fund for FY 2010. The total cost of the meter purchase is \$1,087,172 for 51 currently installed meters and 80 additional meters. The cost is to be split: \$926,478 from Downtown CPD funds; \$23,922 from Uptown CPD funds; and \$136,772 from the General Fund. The purchase price reflects a discount of \$39,841 on the Pilot meters, as provided for in the MOA, since the City is purchasing additional meters within a limited time period.

Starting in FY 2012, on-going costs for meter maintenance, communication, and banking merchant fees, are estimated at \$267,422 annually. These costs will be partially defrayed by the elimination of the meter rent payments of approximately \$46,000 annually.

EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE): This agreement is subject to the City's Equal Opportunity Contracting (San Diego Ordinance No. 18173, Section 22.2701 through 22.2708) and Non-Discrimination in Contracting Ordinance (San Diego Municipal Code Sections 22.3501 through 22.3517)

PREVIOUS COUNCIL and/or COMMITTEE ACTION: Council approved the DPMG to implement ideas from the City Manager's Parking Task Force in March 2004. The City Council passed Resolution No. R-299867 (November 22, 2004), Ordinance No. O-19343 (December 7, 2004), Ordinance No. O-19493 (May 19, 2006), and Ordinance No. O-19675 (November 15, 2007) which established the Downtown Pilot Program and affirmed the boundaries of the multi-space technology pilot area.

This item will also be heard at the Public Safety and Neighborhood Services Committee on March 10, 2010.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: On April 30, 2007, the DPMG issued Report #4 summarizing Pilot results and providing recommendations expanding the use of the multi-space technology. The recommendations were approved by: the Downtown CPD Advisory Board on July 25, 2007 and the Mayor's Parking Advisory Board on August 16, 2007. Uptown Partnership participated in and reviewed the results of the multi-space pilot and affirmed its support of these meters in its FY 2010 Implementation Plan and Budget.

KEY STAKEHOLDERS AND PROJECTED IMPACTS: The Downtown Residents Group, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Centre City Development Corporation, and the residents, business owners, and visitors within the Uptown, Downtown and Mid-City CPDs. Multi-space meters provide more convenient payment options and reduce the number of sidewalk impediments.

William Anderson, FAICP
CP&CI Department Director

Jay M. Goldstone
Chief Operating Officer

